

# AGENDA



## WEDNESDAY, SEPTEMBER 11, 2013

Morning	<b>ONE-ON-ONE MEETINGS</b> Schedule with your client advisor
Afternoon	<b>MINDSHARE INAUGURAL GOLF TOURNAMENT</b>
5:00 p.m. – 6:00 p.m.	<b>REGISTRATION OPENS</b> Cocktails and hors d'oeuvres
6:00 p.m. – 9:00 p.m.	<b>Welcome Dinner and Entertainment</b> Live Musicians Enjoy our open bar, network with your peers, and make song requests from the live musicians.

## THURSDAY, SEPTEMBER 12, 2013

7:00 a.m.	<b>REGISTRATION OPENS</b>
7:00 a.m. – 8:00 a.m.	<b>BREAKFAST</b>
8:00 a.m. – 8:45 a.m.	<b>CONFERENCE WELCOME AND KICKOFF</b> <b>John Sperry</b> CEO & Founder
8:45 a.m. – 9:30 a.m.	<b>OPENING KEYNOTE</b> Industry Insider
9:30 a.m. – 10:00 a.m.	<b>BIG INSIGHTS: SOLVING THE BIG DATA PROBLEM</b>
10:00 a.m. – 10:10 a.m.	<b>BREAK</b>
10:10 a.m. – 10:50 a.m.	<b>BREAKOUT SESSION I</b> CHOOSE FROM FOUR VOC TOPICS
10:50 a.m. – 11:00 a.m.	<b>BREAK - SNACKS</b>
11:00 a.m. – 11:40 a.m.	<b>BREAKOUT SESSION II</b> CHOOSE FROM FOUR VOC TOPICS
11:45 a.m. – 1:00 p.m.	<b>LUNCH</b> <b>MINDSHARE PRESENTS THE 2013 VOC OUTSTANDING SERVICE AWARDS</b> <b>Chad Hortin</b> VP, Client Experience
1:00 p.m. – 1:20 p.m.	<b>FEATURED CLIENT BEST PRACTICE PRESENTATION</b>
1:20 p.m. – 1:40 p.m.	<b>FEATURED CLIENT BEST PRACTICE PRESENTATION</b>
1:40 p.m. – 2:40 p.m.	<b>INTERACTIVE KEYNOTE</b> DRUM CAFE
2:40 p.m. – 2:50 p.m.	<b>BREAK</b>
2:50 p.m. – 3:30 p.m.	<b>BREAKOUT SESSION III</b> CHOOSE FROM FOUR VOC TOPICS

## BEST PRACTICES CONFERENCE 2013

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3:40-5:00 p.m.

#### ROUNDTABLES

##### CONTACT CENTERS - RETAILERS - QUICK SERVE & FAST CASUAL RESTAURANTS CASUAL & FINE DINING RESTAURANTS - SERVICES & OTHERS

Separate into industry groups for an hour and a half of uninterrupted discussion on real-world experiences, ideas, theories, and stories. These rare opportunities for customer champions and business executives from many of the country's (and world's) top-performing brands collaborate on operational and cultural practices are the fresh, focused environments that spark progress.

6:00 p.m.

##### GONDOLA SERVICE TO THE RED PINE LODGE BEGINS

Hop inside an enclosed gondola and climb 1,000 feet deeper into the Wasatch Range. Enjoy a scenic journey up the mountainside with a glass of the bubbly (or the sparkling) before arriving at the Red Pine Lodge.

6:00 p.m. – 7:00 p.m.

##### SOCIAL EVENING AT RED PINE LODGE

Pick up the day's conversation with business peers, knock back a few cocktails, enjoy an array of hors d'oeuvres, amuse yourself at a friendly lawn game, and hop into the photo booth to immortalize the memories.

7:00 p.m. – 8:00 p.m.

##### BUFFET DINNER

8:15 p.m. – 9:00 p.m.

##### CAMPFIRE S'MORES AND NETWORKING

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### FRIDAY SEPTEMBER 13, 2013

7:30 a.m. – 8:30 a.m.

##### BREAKFAST

8:30 a.m. – 8:50 a.m.

##### FEATURED CLIENT BEST PRACTICE PRESENTATION

8:50 a.m. – 9:10 a.m.

##### FEATURED CLIENT BEST PRACTICE PRESENTATION

9:10 a.m. – 9:55 a.m.

##### CLOSING REMARKS

9:55 a.m. – 10:30 a.m.

##### Five Pillars of Red Shoes Lonnie Mayne President

10:30 a.m.

##### CONFERENCE ENDS

Early flight departures are excused

11:30 a.m.

##### BOX LUNCHES AND MOUNTAIN ACTIVITIES

Mountain biking, fishing, paddle-boats, mini-golf, hiking, and gondola rides